



USTOA ANNOUNCES 2027 SUSTAINABILITY IS RESPONSIBILITY (SIR) SUMMIT IN GUYANA

NEW YORK – October 21, 2026 – [The United States Tour Operators Association](#) (USTOA) announced that it will host the 2027 Sustainability is Responsibility (SIR) Summit in Guyana from March 7-10, 2027. Held in partnership with Guyana Tourism Authority, the summit invites both Active and Associate members to collaborate, participate in cross-sector learning, and continue to pave the way to a more responsible future in the travel industry.

"Partnering with Guyana Tourism Authority for the 2027 SIR Summit is a natural next step as we approach our sixth year," said Terry Dale, president & CEO of USTOA. "Guyana is gaining an international reputation for protecting its natural and cultural heritage and will provide an ideal environment for our members to collaborate and share their challenges, successes and needs to address responsible travel in the travel and tourism industry."

"Guyana has made a deliberate decision to develop tourism around the very things that make our country distinctive: our extraordinary natural environment, our cultural diversity and the people who keep our traditions and communities alive," said Hon. Susan Rodrigues, Minister of Tourism, Industry & Commerce. "Hosting the 2027 USTOA Sustainability is Responsibility Summit gives us the opportunity to show international tour operators how these assets translate into tourism experiences, business opportunities and livelihoods for Guyanese. Importantly, this is an opportunity to strengthen Guyana's presence in the North American travel market and build direct relationships with the companies that can bring more visitors to our shores. As we expand the sector, we remain focused on ensuring that tourism creates lasting economic value for our people while protecting the natural and cultural heritage that makes Guyana worth discovering."

Guyana Tourism Authority (GTA) is a semi-autonomous governmental organization responsible for developing and promoting sustainable tourism in Guyana. Through collaboration with sister agencies and the tourism private sector, GTA works to maximize local socio-economic and conservation outcomes, improving travelers' experience.

Programming and speakers for the 2027 USTOA SIR Summit will address community-led tourism, conservation and sustainable tourism, local economic impact, challenges and opportunities in emerging destinations, and collaboration and actionable solutions.

The deadline to register for the 2027 USTOA Sir Summit is Friday, January 29th, 2027. Additional details can be found at <https://ustoa.com/events/sir-guyana-2027/>

About USTOA:

Representing \$24.4 billion in revenue, the member companies of United States Tour Operators Association provide tours, packages and custom arrangements that allow 8.4 million travelers annually unparalleled access, insider knowledge, peace-of-mind, value, and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry's highest standards, including participation in the USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business. As a voice for the tour operator industry for more than 50 years, USTOA also provides education and assistance for consumers and travel advisors.

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